

Central Hollywood Coalition  
A Non-Profit Corporation  
1680 Vine Street, Suite 216 – Hollywood, CA. 90028  
MINUTES  
March 8, 2011, 4 p.m. - 6 p.m.  
Board of Directors Meeting  
AMPAS – 1313 Vine St., Los Angeles, CA. 90028

**Officers and Directors Present**

Duke Gallagher, Treasurer, The Production Group  
Fabio Conti, The Fabiolus Café  
Charles Eberly, The Eberly Company  
Brian Folb, Paramount Contractors  
Rick Garcia, Chase Bank  
Ryan Harter, President, CIM Group  
Kitty Gordillo, Hollywood Wilshire YMCA  
Patrick Olmstead, Los Angeles Film School  
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences  
Fred Rosenthal, Ametron

**Guests**

Steve Woodson, Waxie Sanitary Supply

**Absent**

Alexander Bazley, Robertson Properties Group  
Lillian Kuo, Vice President, Broadreach Capital  
Carol Massie, Secretary, McDonald's Restaurants  
Roxanna Sassanian, Sunset Gower/Sunset Bronson Studios  
Allen Sides, Ocean Way Recording

**Consultants**

Kerry Morrison, Hollywood Property Owners Alliance  
Sarah MacPherson, Hollywood Property Owners Alliance  
Joseph Mariani Jr., Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance

**1. Call to Order**

- A. Mike Pogorzelski called the regular monthly board meeting to order at 4:15 p.m.

**2. Public Comment**

- A. There was no public comment

**3. Approval of Board Minutes**

It was moved by Kitty Gordillo, seconded by Fred Rosenthal and CARRIED to approve the minutes from the board's February 8, 2011 meeting. Unanimously approved.

#### **4. Treasurer's Report**

A. Gallagher stated that the city had knocked off around \$5,000 of assessments due to changes in parcels. MacPherson said that two parcels had been subdivided into four parcels and that this is a fairly common occurrence. The budget will now be that much less for the year. Duke also reported that he had spoken to Comerica Bank and received an offer of 1% interest if we opened an account there, which is four times higher than what we are currently getting at Wells Fargo. He suggested placing at least \$100,000 in a new account there to diversify our assets and get the better interest rate, and also to open a checking account with \$5000 to receive the special rate.

**It was moved by Ryan Harter, seconded by Brian Folb and CARRIED to approve the treasurer's report February 28, 2011. Unanimously approved.**

**It was moved by Duke Gallagher, seconded by Brian Folb and CARRIED to transfer \$100,000 into a CD at Comerica Bank with opening of \$5,000 checking account to access a better interest rate. Unanimously approved.**

#### **5. Committee & Program Reports**

##### **A. Streetscape Committee**

1. Pogorzelski reported that the committee has been examining the Big Belly® solar-powered trash compactor which is currently being used by LA Parks & Rec Department. The units can hold about 4 times as much trash as a regular trash can, is completely solar-powered and automated, and reduces the amount of times the cleanup team would have to empty the cans. Additionally, a recycle unit can be mounted along with the compactor, although the recycle unit is just a collector and does not compact. Steve Woodson, Waxie Sanitary Supply, was in attendance and had a unit available for the board members to examine. After he demonstrated the features of the Big Belly®, MacPherson reported that Waxie has completed an ROI (Return of Investment) report for Sunset Vine which shows the potential savings we could expect if we replaced our trash cans with the compactors. She said she would e-mail out the report to the board soon. Eberly suggested looking into wrapping the units with advertising in order to help finance the purchase. There was some discussion on how to find advertisers, and Morrison noted that due to Viacom DeCaux's contract with the city for street-level advertising, we may not be allowed, but it is worth looking into. The board also discussed how many units we could possibly purchase, if it was worth it just to purchase one or two as opposed to a full roll-out, and how often the clean team currently empties the trash cans (some locations, such as Amoeba, are emptied twice or more per day). Conti stated that rather than advertising, perhaps some companies would like to sponsor the units and receive their name on the unit. The committee will continue to explore these possibilities.

2. MacPherson said the Draft EIR for the Hollywood Community Plan has been released and she advised the board members to get their comments in before the 60-day deadline. She also noted that the BIDs and the Chamber are looking into holding a question and answer forum on the topic.

##### **B. Security Committee**

Rosenthal stated that the Security Committee will be meeting later in the week; therefore there are no updates at this time.

## **6. Report from BID Renewal Steering Committee**

**A. Status of BID Renewal:** Morrison reported that she and Mariani will be meeting with the City Clerk's office tomorrow downtown to go through with management plan and engineer's report. Unfortunately they can not release the actual report to us but we should be able to make a copy of the changes they want us to make. Then we will get them the corrected version for final review and possibly have it ready to send out next week. Mariani said that on the database, the city showed about 95,000 square feet of footage additional to what we had. We sent the database back to Willdan to identify the source of the discrepancy. Also, Mariani requested assistance from the board to complete the contact database for property owners. While we have the county-provided address database, it is our policy to have personal contact information on all properties, and Mariani presented a list of incomplete addresses which board members reviewed and offered help to find the missing information.

## **7. New Business**

**A. CEQA Reform** - Morrison reported that the Chamber of Commerce is seeking a sponsor for a legislative proposal they have drafted to reform CEQA. Other organizations, including the Los Angeles Area Chamber of Commerce, have also made CEQA Reform a key issue this year. In Hollywood, Robert Silverstein, a land use attorney, has been using litigation based on CEQA to bring a halt several development projects, including the Target at Sunset/Western, the Emerson College, Blvd. 6200 (Clarett), the Gerdling –Edlen project and more. The legislation is intended to make it more difficult for land use attorneys to file frivolous lawsuits that are not true CEQA claims. Morrison suggested the board might want to take action once the Chamber has finalized their recommendation.

**B. Governor's proposal to dissolve redevelopment agencies** – Morrison reported that the city council meeting today lasted until 3 p.m., where they heard testimony in support of the CRA, and the council voted in favor of a cooperative agreement to move \$930 Million in funds allocated to the CRA to a new body in order to protect the funds. Governor Jerry Brown has proposed to dissolve the CRA and take control of future funding streams, honoring any commitments already encumbered. The state has a \$12 Billion budget gap to fill. Pogorzelski said that he is not sure the board can do anything now on the topic. Folb asked what would happen to properties owned by the CRA; Morrison said they would most likely go to the city, to be governed by an oversight board. Morrison also said that the HPOA is involved in ongoing discussions about creating a CDC for parking management purposes in response to the city's recent P-3 proposal, which, fortunately, the council voted to abandon. A third meeting on parking issues will take place this week with representatives from DOT and the Chief Legislative Analyst for the city.

## **8. Old Business**

**A. Mobile Food Truck Vending Task Force** – Strecker reported that he attended both a recent meeting of the Task Force, as well as a Transportation Committee hearing for the city council, where he and representative from several other BIDs spoke out in favor of the Task Force's recommendation to allow only one mobile food vending truck per city block. The city council is looking at replacing an outdated ordinance that governs mobile vending with a new one that more accurately addresses the current proliferation of food trucks. He said that representatives from the food truck industry were also on hand to voice disapproval of that or any other regulations for the trucks. The transportation committee did not take any action as they are

waiting for input from Councilmember LaBonge, who has worked a great deal on the issue. The task force will continue to meet to come up with recommendations for the ordinance. Additionally, Kent Smith of the Fashion District has been asked to represent BIDs on the Jobs and Business Development Committee (which will hopefully be looking at issues besides just public safety, which is all the Transportation Committee was examining), as well as the County Health Department's task force on mobile vending. Strecker also noted that recently a clothing and merchandise vending truck was spotted in the Sunset/Vine BID, in addition to the numerous food trucks which take customers away from BID businesses. Pogorzelski said that he wondered if having the BID security officers ask to see the food trucks restroom letters, which they county mandates they have in order for employees to access a restroom within 200 feet of the truck, in order to let them know someone is watching them. Strecker said he will look into this.

B. Patrick Olmstead reported on the situation with the LA Farmer's Market. He said the Film School and SEE-LA continue to have discussions every other week at city hall. The deadline for the Market's extension, April 12, is rapidly approaching and while progress is being made there is nothing to report yet in terms of a solution.

C. Strecker advised the board of two major events coming up two weekends from now, a "Stop the War" march, and the LA Marathon, both of which will cause major street closures and traffic issues.

D. Morrison said that Blessed Sacrament is hosting an event to honor Father Michael Mandala, who is moving on from his position at Hollywood, and would like to get a table of 10 made up of board members and also purchase a full page ad in the program to thank Mandala for his service to the board and community. Information on the event was included in the packet.

## **9. Adjournment**

There being no further business the meeting was adjourned by Pogorzelski at 6:00 p.m. The next meeting is scheduled for Tuesday, April 12, 2011.